

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2012 & Onwards) (Sem.-4)

SERVICES MARKETING

Subject Code : MBA-906

Paper ID : [A2526]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
2. **SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY carrying EIGHT marks.**

SECTION-A

1. Identify the reasons for growth of service sector economy in India.
2. Differentiate between goods and services.
3. What is meant by physical evidence? Give examples.
4. Define yield management.
5. Write a short note on customer retention.
6. Define Interactive Marketing.

SECTION-B

UNIT-I

7. *“The need and variety of services would depend on economic and social factor”*. Illustrate your view point with examples.
8. Discuss in details the special characteristics features of service.

UNIT-II

9. What is the role of CRM in delivering customer relationship strategy? Explain with suitable examples.
10. Explain the role played by physical evidence in service industry with special reference to hotels.

UNIT-III

11. Explain the various types of channel practices in services marketing and changes in the current scenario.
12. Define high contact and low contact people-based service, using example to illustrate.

UNIT-IV

13. Discuss in detail the challenges and the factors involved in pricing of services.
14. What is gap model? Discuss the model perspectives of services marketing in detail.

SECTION-C

15. Discuss the impact of privatization and globalization in educational services in India.